## ABSTRACT

An opening is formed on a display screen, through which an operation member of an operation switch device protrudes for operation. The operation switch device comprises a display control section for controlling image display and an operation member drive control section for controlling driving of the operation member based on an operation pattern which is predetermined so as to correspond to an image displayed. The operation member drive control section drives the operation member so that the operation member can be operated only in directions of selection items shown in the displayed image, that is, directions of the arrows A, B, C, and D relative to an original point. In this way, the user interface creates mechanical operating feeling with superior recognition without imposing strain on a user's eye sight.